

UNIVERSITY D.E.L.L. REQUIREMENTS (31 Credits)

Core (12 Credits)		CR	SEM	GR
COMM 101	Argumentation and Advocacy	3	_____	_____
ENGL 123W	College Writing Workshop	3	_____	_____
<i>Integrative Seminars</i>				
_____	First-Year OR Transfer Seminar	3	_____	_____
	Senior-Year Seminar	3	_____	_____

Fine Arts & Humanities* (6 Credits)

_____	Fine Arts & Humanities El.	3	_____	_____
_____	Fine Arts & Humanities El.	3	_____	_____

Language & Intercultural Competence* (3 Credits)

Language & Intercultural El.	3
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Quantitative Reasoning* (3 Credits)

Quantitative Reasoning El.	3
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Scientific Literacy* (4 Credits)

_____ Scientific Literacy El.	4	_____
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Social Science Literacy* (3 Credits)

Social Science Literacy El.	3
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GENERAL ELECTIVES (32-38 Credits)**

[illegible]

MAJOR REQUIREMENTS (57 Credits)

Core Courses (39 Credits)		CR	SEM	GR
ACCT 200	Accounting for Business Leaders	3	_____	_____
BUAD 100	Perspectives on Business	3	_____	_____
BUAD 185	Spreadsheets for Business	3	_____	_____
BUAD 241	Business Statistics	3	_____	_____
BUAD 441W	Integrated Applications of Business Principles	3	_____	_____
ECON 201	Principles of Economics - Micro	3	_____	_____
ECON 202	Principles of Economics – Macro	3	_____	_____
FIN 317	Principles of Finance	3	_____	_____
MGMT 260	Principles of Management and Organizational Behavior	3	_____	_____
MGMT 262	Human Resource Management	3	_____	_____
MGMT 310	Management Info Systems	3	_____	_____
MGMT 344	Operations Management	3	_____	_____
MKTG 209	Principles of Marketing	3	_____	_____

Marketing Courses (12 Credits)

MKTG 371	Market Research	3	_____	_____
MKTG 375	Consumer and Buyer Behavior	3	_____	_____
MKTG 379	Marketing Communications	3	_____	_____
MKTG 451	Marketing Management	3	_____	_____

Major Electives (6 Credits)

Two from the following:

BUAD 397	Independent Study in Business ^a	3	_____	_____
MKTG 200	Social Media Marketing	3	_____	_____
MKTG 372	Sales and Sales Management	3	_____	_____
MKTG 374	Retailing and Merchandising	3	_____	_____
MKTG 377	Study Abroad: Intl Marketing	3	_____	_____
MKTG 380	Services Marketing	3	_____	_____
MKTG 398	Special Topics in Marketing	3	_____	_____
MKTG 399	Internship in Marketing ^a	3	_____	_____
MKTG 425	Interactive Marketing	3	_____	_____

NOTES

*Refer to the class schedule for lists of courses that satisfy University requirements.

****Courses that do not satisfy a major or DELL requirement. Can include coursework for a minor.**

^a Only one of these can be taken towards satisfying the six hours.

Total credits required for graduation: 120 Credits

- For graduation with Honors, see Undergraduate Catalog.

- Courses marked Shared (**SH**) will cover general education requirements, but will not earn a second amount of credits for the completed course.

Marketing Major (Bachelor of Arts)

Sample Four-Year Plan

While not all students will take all the courses in the same sequence, the guide below can be used in combination with the online graduation progress report as a pathway to degree completion. See the Academic Regulations in the University of Lynchburg Undergraduate Catalog for all academic degree requirements. Students should consult their major advisor for more specific guidance.

Semester 1	Credits	Semester 2	Credits
College Success Strategies (GS 104)	1	BUAD 100	3
First-Year Seminar	3	ENGL 123W	3
Language & Intercultural Competence	3	COMM 101	3
Fine Arts & Humanities	3	Elective	3
Elective	3	Elective	3
Elective	2		
Semester Credits:	15	Semester Credits:	15
Semester 3	Credits	Semester 4	Credits
ACCT 200	3	BUAD 185	3
Social Scientific Literacy (ECON 201)	3	ECON 202	3
MKTG 209	3	Quantitative Reasoning (BUAD 241)	3
Scientific Literacy	4	MGMT 260	3
Elective	3	Elective	2
Semester Credits:	16	Semester Credits:	14
Semester 5	Credits	Semester 6	Credits
FIN 317	3	MGMT 310	3
MGMT 262	3	MGMT 344	3
Major Elective	3	MKTG 379	3
Fine Arts & Humanities	3	Major Elective	3
Elective	3	Elective	3
Semester Credits:	15	Semester Credits:	15
Semester 7	Credits	Semester 8	Credits
MKTG 371	3	MKTG 451	3
MKTG 375W	3	Senior-Year Seminar	3
BUAD 441W	3	Elective	3
Elective	3	Elective	3
Elective	3	Elective	3
Semester Credits:	15	Semester Credits:	15

Minimum Credits Required to Graduate: 120